ToolGPA

NOVEMBER 2026

Adthena

The Insider's Guide

Paid search and AI search competitor intelligence



Every plan, grade, refund rule and rival among ad creative and reporting tools, read from Adthena's own pages.

Made by Adthena · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Adthena's own pages, its app-store listings and our grades. Every fact in it is on Adthena's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 13 of the 72 other ad creative and reporting tools we grade

Adthena is a search intelligence platform that tracks which advertisers appear in paid search and, in a newer product, in ChatGPT ads. It reports share of voice, competitor ad copy and brand-bidding activity. One entry plan has a published monthly price, and the market-wide plans are quoted per customer.

To get you started, here are **9 things to know about Adthena**, taken from its own pages and our grades.

1 **Best for competitor intelligence for paid search and AI search**

Adthena tracks who advertises in ChatGPT and in paid search.

2 **Paid plans start at $399 a month**

As its pricing page puts it: $399 per month for ChatGPT Ads Intelligence, 200 prompts.

3 **You can try it first**

21-day free trial of ChatGPT Ads Intelligence, no credit card needed

4 **It runs on Web**

Web.

5 **ChatGPT ads tracking**

Shows which advertisers appear in ChatGPT, which topics trigger their ads and how much AI share of voice a brand owns.

6 **Share of voice**

Share of voice by keyword and category across paid search, with competitor ad copy intelligence.

7 **Brand protection**

Brand keyword monitoring, ad hijacking and conquesting detection, automated trademark protection and phishing detection on Brand Market View.

8 **A 1.8 GPA, above 13 of 72**

That is against the other ad creative and reporting tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of Adthena you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Adthena at a glance

PRICING
Free trial, from $399 per month for ChatGPT Ads Intelligence, 200 prompts

FREE PLAN
No

FREE TRIAL
21-day free trial of ChatGPT Ads Intelligence, no credit card needed

RUNS ON
Web

MADE BY
Adthena

CATEGORY
Ad Creative & Reporting

OUR GRADE
1.8 GPA, weak

The report card

Best for competitor intelligence for paid search and AI search

Adthena tracks who advertises in ChatGPT and in paid search. The self-serve plan is $399 a month for 200 prompts, and the market-wide plans are for advertisers spending $500k or $1M a year on Google Ads and have no published price.

TOOLGPA REPORT CARD

Adthena

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$399 a month for 200 prompts is above the category's dearer quarter at $199, and the full product sits on custom plans for $500k+ spenders.
Free plan and trial	C	A 21-day trial of ChatGPT Ads Intelligence with no card. No free plan after it.
Features	C	ChatGPT ad tracking, share of voice and copy intelligence on the cheap plan; brand protection, history, API and MCP only on custom plans.
Ease of use	C	Competitor and topic setup first. We found no store rating.
Platforms and integrations	C	Web only, with Google Ads and SA360 integration not in the $399 plan.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Adthena is for

- ✓ Fits if you want to see who advertises inside ChatGPT for your topics
- ✓ Works for a larger advertiser that spends $500k or more on Google Ads

Who it is not for

- ✗ Pricey if you are small: $399 a month buys 200 prompts only
- ✗ Watch out: history, API, MCP and Google Ads integration are not in the $399 plan
- ✗ Skip it if you want a price for the full product, as the other two plans are quotes
- ✗ Not for you if you spend under $500k a year on Google Ads and want brand protection

Good to know

Good for

- ✓ Brands that want to see who advertises in ChatGPT before committing to a larger contract
- ✓ Large Google Ads advertisers checking for brand bidding and ad hijacking
- ✓ Agencies that need competitor reporting across client markets

Worth knowing

- ⓘ Brand Market View and Whole Market View have no published price and are aimed at advertisers spending $500k+ and $1M+ a year on Google Ads.
- ⓘ The $399 plan is limited to 200 prompts, and the page says it is a better starting point for smaller budgets.
- ⓘ Historical data, API and MCP access, and Google Ads and SA360 integration are not part of the $399 plan.
- ⓘ Custom plans are priced from keywords tracked, countries covered, reporting needs and annual PPC spend.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$399

A month to start

Adthena is a paid product with a free trial, starting at $399 per month for ChatGPT Ads Intelligence, 200 prompts.

CHATGPT ADS INTELLIGENCE

$399

per month for 200 prompts split across your topics

Live tracking of who advertises in ChatGPT, share of AI voice, topic triggers, competitor ad copy, benchmarks and market shift alerts. Self-serve.

BRAND MARKET VIEW

Custom

Brand keyword monitoring, trademark protection, ad hijacking and phishing detection, and brand CPC savings. For brands spending $500k+ a year on Google Ads. Sold through sales.

WHOLE MARKET VIEW

Custom

Brand and generic keyword coverage across paid, organic and AI search, with full app, API and MCP access. For advertisers spending $1M+ a year on Google Ads.

Trying it first

21-day free trial of ChatGPT Ads Intelligence, no credit card needed

Read from adthena.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Paid search and AI search competitor intelligence. Here is what it does, as its own site describes it, and what it covers: public API, reports, AI search visibility.

> **ChatGPT ad tracking, share of voice and copy intelligence on the cheap plan; brand protection, history, API and MCP only on custom plans.**
>
> From our grade for features

ChatGPT ads tracking

Shows which advertisers appear in ChatGPT, which topics trigger their ads and how much AI share of voice a brand owns.

Share of voice

Share of voice by keyword and category across paid search, with competitor ad copy intelligence.

Brand protection

Brand keyword monitoring, ad hijacking and conquesting detection, automated trademark protection and phishing detection on Brand Market View.

Whole-market coverage

Whole Market View covers brand and generic keywords with CPC and CTR modeling and 14+ years of history, per the pricing page.

AI Overviews monitoring

Google AI Overview monitoring and AI versus paid versus organic visibility comparisons are listed on the market-wide plans.

API and MCP access

Full application, API and MCP access is listed on Whole Market View.

Where it runs

Web

What it works with

Google Ads

SA360

Adthena is made by Adthena.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

13/72

Other ad creative and reporting tools it is graded above

Adthena's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

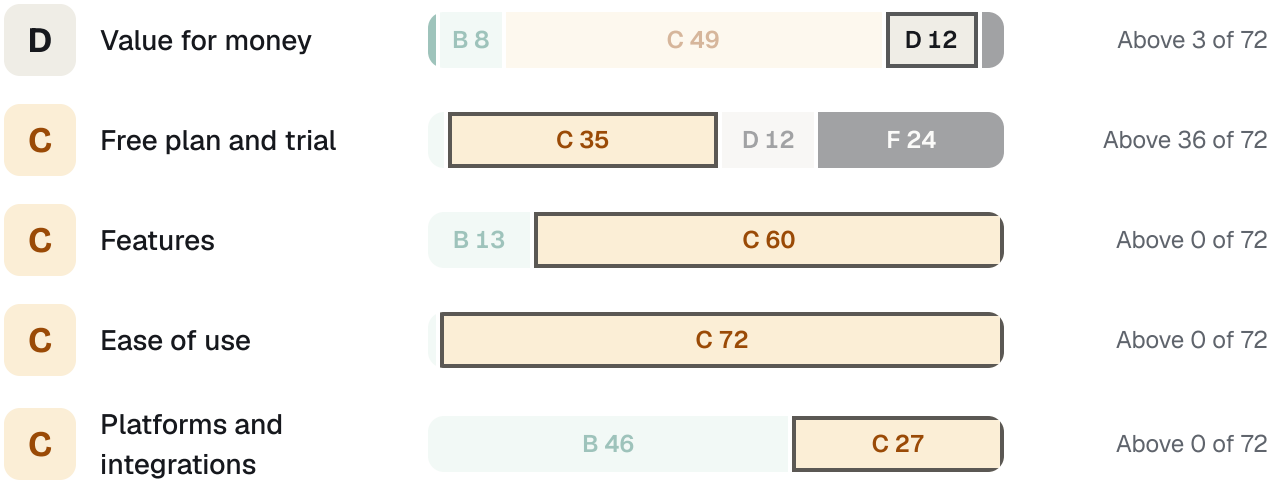
It stands best on free plan and trial (C, above 36 of 72) and worst on value for money (D, above 3).

Its paid plans start at $399 a month, against a middle price of $49.50 for the category: 47 of the 51 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 35 tools score higher and cost less.

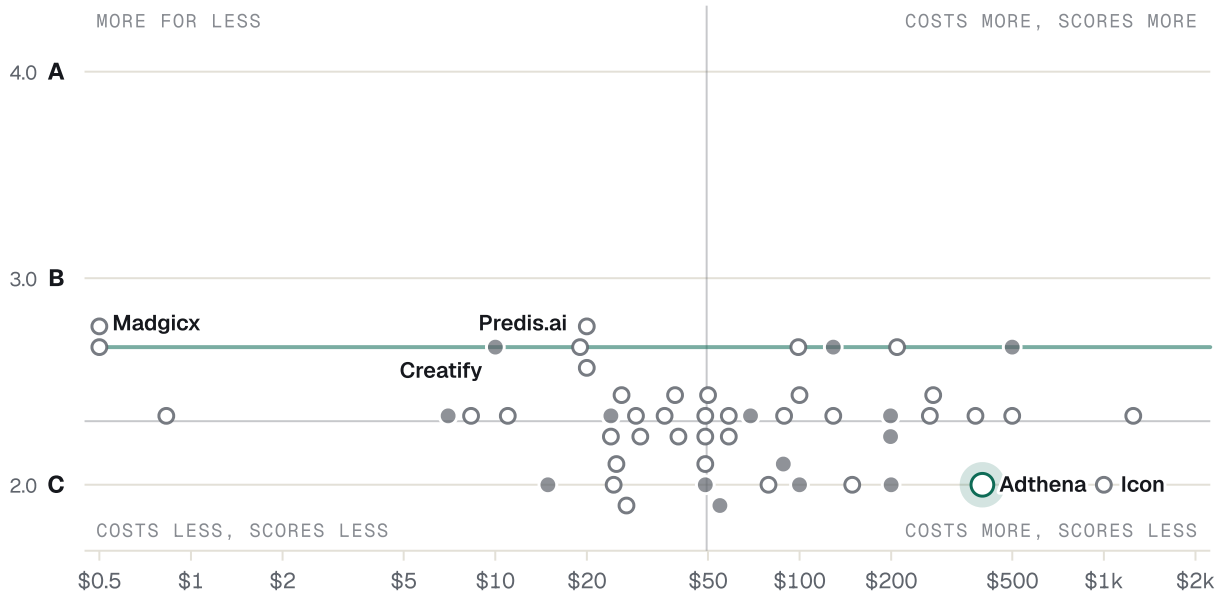
Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. Adthena's own letter is outlined.



Price against what you get

Each dot is one of 52 ad creative and reporting tools. Further left costs less; higher up scores better on features, ease of use and platforms. Adthena is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Adthena you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 43 of the 72 other ad creative and reporting tools grade higher. It costs $4,788 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- It plugs into other products, Google Ads and SA360 among them, and has an API.

What this rests on. Adthena's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Adbeat, AdPlexity, Optmyzr, Adalysis and Skai

The 5 tools Adthena is most often weighed against, with where each one differs from it.

1.8 GPA

Adbeat

Free plan · from $200/mo

Competitor ad intelligence for display and native advertising.

- Adbeat has a free plan. Adthena does not, though it has a free trial.
- Adthena also covers AI search visibility.
- Adbeat also covers research.

Adthena and Adbeat compared in full

1.6 GPA

AdPlexity

From $79/mo

Ad spy platform sold per traffic source, from social to native.

- Adthena also covers AI search visibility.
- AdPlexity also covers research.

Adthena and AdPlexity compared in full

2.2
GPA

Optmyzr

Free trial · from $209/mo

PPC optimization, audits and reporting for ad accounts.

- Adthena also covers AI search visibility.
- Optmyzr also covers workflow automation and dashboards.

Adthena and Optmyzr compared in full

A

2.2
GPA

Adalysis

Free trial · from $126/mo

PPC audits, alerts and budget tracking for Google and Microsoft Ads.

- Adthena also covers AI search visibility.
- Adalysis also covers dashboards.

Adthena and Adalysis compared in full

1.6
GPA

Skai

From $114/yr

Omnichannel ad management platform for enterprise media teams.

- Adthena also covers AI search visibility.
- Skai also covers workflow automation and AI agents.

Adthena and Skai compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Adthena free?

No, Adthena is a paid product, but you can try it first. 21-day free trial of ChatGPT Ads Intelligence, no credit card needed.

How much does Adthena cost?

Adthena lists 3 plans. ChatGPT Ads Intelligence: $399 per month for 200 prompts split across your topics.

What platforms does Adthena work on?

Adthena is available on Web.

Does Adthena have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Adthena is listed for Web.

Does Adthena have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Adthena is listed for Web.

Is Adthena open source?

Adthena is not described as open source on its own site, as read on Nov 13, 2026.

Does Adthena have an API?

Yes. Adthena offers a public API, according to its own site.

What does Adthena integrate with?

Adthena's listing names Google Ads and SA360. A listing names up to eight integrations, so it may connect to more.

Who makes Adthena?

Adthena is made by a company of the same name.

What are the alternatives to Adthena?

The closest alternatives to Adthena in our directory are Adbeat, AdPlexity, Optmyzr, Adalysis and Skai.

How does Adthena compare with other ad creative and reporting tools?

Adthena's GPA of 1.8 is higher than 13 of the 72 other ad creative and reporting tools we grade, and level with 16.

Is Adthena good value for money?

ToolGPA grades Adthena D for value for money. Its paid plans start at $399 a month, against a middle price of $49.50 for the category: 47 of the 51 others that charge start lower.

Could I make my own version of Adthena?

The plain part of Adthena you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Adthena's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Adthena's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Adthena. Prices change, so check adthena.com before you buy.

adthena.com/pricing/

adthena.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Adthena, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/adthena

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Adthena: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/adthena
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Know someone choosing between ad creative and reporting tools?

Send them this guide: toolgpa.com/tools/adthena/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Adthena, each with an Insider's Guide of its own.

Ad Creative & Reporting Insider's Guide

Every one of the 74 ad creative and reporting tools we grade, compared

Reporting Ninja Insider's Guide

Marketing reports for agencies, built by AI or by hand

2.6 GPA

AdsGPT Insider's Guide

AI generator for image and video ads with campaign launching

2.4 GPA

Atria Insider's Guide

Meta and TikTok ad library, ad reports and AI ad ideas in one place

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Adthena's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Adthena is a trademark of its owner, and this guide is not made, paid for or approved by Adthena. Prices and plans change: check adthena.com before you buy.